



Fresh
from
Florida®

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United States

2014

ANNUAL REPORT



Fresh
from
Florida®



Florida Department of Agriculture and Consumer Services
Adam H. Putnam, Commissioner

Dear Governor Scott, Senate President Gardiner and House Speaker Crisafulli:

It has been a great privilege to serve as Florida's Commissioner of Agriculture for the past four years, and I am so proud of all that we have accomplished.

In 2014, I participated in my first trade development mission. Joined by Florida growers and the Director of PortMiami, I traveled to Panama to see firsthand the incredible opportunities the expansion of the Panama Canal will bring to Florida. We promoted Florida products to a variety of Panama retailers to expand our growers' access to one of Latin America's fastest-growing markets. Panama is our fifth-largest trading partner for agriculture products, with more than \$168 million exported from Florida to Panama each year. We anticipate this relationship will grow and strengthen when the Canal's expansion is complete.



While in Panama, we also evaluated a pilot program launched to prevent invasive pests and disease from reaching our borders through shipments of goods. Currently, Florida is fighting the spread of citrus greening, a bacterial disease that was first introduced to Florida by an invasive pest and now poses an existential threat to Florida's signature crop. Last year, we opened a new facility that provides a way to safely introduce new citrus varieties to the state. We have called for more funding from the federal and state government to combat this disease, which is putting the entire \$10.7 billion citrus industry – and the 62,000 jobs it supports – in peril.

Safeguarding consumers from fraud is one of our most important responsibilities. We work to protect Floridians, particularly our most vulnerable, from charitable fraud, identity theft and telemarketing scams, among other things. Last year, we worked with the Legislature to rewrite the state's laws regarding charities in order to provide more information to the public about where their hard-earned money is going. We also put regulations in place to weed out the organizations working in bad faith, so consumers across Florida are protected from their unscrupulous practices.

In addition, last year we worked with the Legislature to protect the identity of Florida's children by implementing the Keeping I.D. Safe (KIDS) Act. More than 50,000 children in Florida are victims of identity theft every year, and we worked with the national credit reporting bureaus to institute a credit freeze for kids. Parents can now sign up their children to safeguard their identity until they are older.

To expand options where Floridians can apply for concealed weapon licenses (CWLs), the department partnered with local county tax collectors' offices in five counties. Staff can ensure the applications are complete when applicants apply at one of these offices in person, which can reduce the time required to process the application. These partnerships have been so successful that we are now working with several other tax collectors around the state who would like to accept CWL applications at their offices as well.

To honor the sacrifices of America's wounded veterans, I created Operation Outdoor Freedom in 2011. Through this program, we have dedicated areas of Florida state forests in honor of American heroes. We've installed equipment to accommodate the special needs of these wounded veterans. During the past four years, more than 1,000 wounded veterans have been able to hunt and fish as part of this program.

While I'm proud of what we've accomplished, I recognize there is much more to do. I'm honored to serve as Commissioner of Agriculture for the next four years so that we can make Florida a better version of the one we already love.

Sincerely,

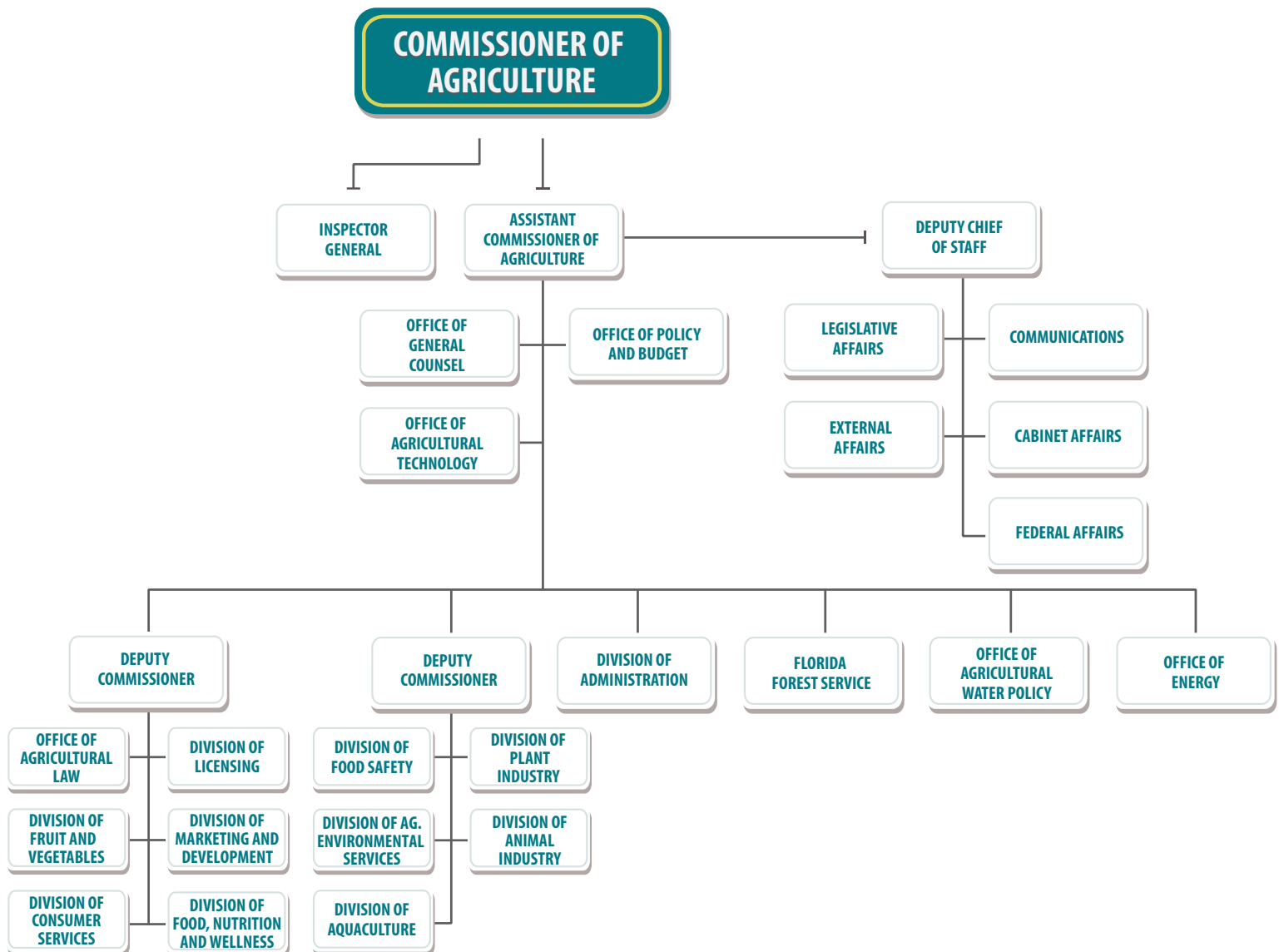
A handwritten signature in black ink, reading "Adam H. Putnam". The signature is stylized with a large, flowing "A" and "P".

Adam H. Putnam
Commissioner of Agriculture

Department Overview

The department is guided by the leadership of the Commissioner of Agriculture, a statewide elected position and one of four members of Florida's Cabinet. The department consists of 12 divisions and three offices that report to the Assistant Commissioner/Chief of Staff and/or one of two Deputy Commissioners. Made up of nearly 4,000 staff positions, the department has a presence throughout the state and is headquartered in the state Capitol building in Tallahassee.

FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES ORGANIZATIONAL CHART 2014



Department Presence



Division Accomplishments

The wide range of responsibilities statutorily required of the department is broken down across divisions and offices. Though each division serves a different purpose and a different audience, collectively, this department touches the lives of every Floridian.

DIVISION OF ADMINISTRATION

The Division of Administration manages the department's internal functions, ranging from personnel management, employee training and fiscal operations to facilities management and purchasing.

During the 2014 calendar year, the Division of Administration:

- Launched the Legacy Leadership Program in cooperation with the University of Florida, which provided intense leadership training to 21 department managers.
- Worked with the Department of Economic Opportunity to ensure that fraudulent reemployment claims filed under employees' names were quickly resolved and employees were notified timely. The department recovered more than \$10,000 in fraudulent claims that were paid out of its budget. This effort is not only protecting employees' information, but also protecting financial resources.
- Increased the amount of revenue collected from the sale of surplus property and scrap material by launching a new online auction website. The department sold more than \$230,000 of surplus property and scrap materials that will be used to further facilitate critical program functions.
- Deployed comprehensive contract managers training to ensure accountability and compliance with reporting, statutory requirements and adhering to best practices so state funds are accounted for and deliverables are met.
- Received 90,400 payments online through the Revenue Online Collection system, doubling the number of online payments from 2013. Online payments exceeded the number of manual checks received for the first time.



Legacy Leadership Program Inaugural Class

DIVISION OF AGRICULTURAL ENVIRONMENTAL SERVICES

The Division of Agricultural Environmental Services works with the agriculture industry to properly register pesticides for use in accordance with federal and state requirements, regulates pest control services, works with local governments to effectively conduct mosquito control programs and certifies the safety and effectiveness of feed, seed and fertilizer products.

During the 2014 calendar year, the Division of Agricultural Environmental Services:

- Educated property owners, pest control companies and local governments on identification and effective control of invasive termites in Northwest Florida and Broward County. The Formosan termite has been present in Florida for at least 20 years, but has reached high population levels that could cause more damage unless vigorous control efforts are undertaken. For the conehead termite in Broward County, robust efforts are necessary to prevent the spread of an infestation.
- Implemented a managed pollinator protection plan in cooperation with the Division of Plant Industry. The voluntary cooperative management practices in the plan mitigate risks to honeybees, while allowing citrus growers to continue practices that are needed to combat citrus greening. No bee kills associated with citrus were reported during the 2014 citrus bloom season.
- Continued a licensing improvement initiative with the University of Florida's Institute of Food and Agricultural Sciences (UF/IFAS) to expand the online pesticide exam process. Currently, 26 counties in Florida have been equipped for computer-based testing, while an additional 24 counties are in the process of being set up for computer-based examinations. Once implemented, applicants will see a marked reduction in the time required to obtain a license.
- Conducted 11,661 pest control, feed, seed, fertilizer and pesticide inspections and investigations. As a result, the department identified 2,475 entities in violation and worked to protect Floridians and the integrity of the industry by bringing them into compliance.
- Reorganized the division to implement improvements in customer service, online licensing systems, shared databases, e-commerce; and to implement routine strategic goal development and monitoring. The new organizational structure also created a customer outreach unit that will allow the department to readily implement compliance assistance and consumer education/outreach.



Bee Pollinator Protection

OFFICE OF AGRICULTURAL LAW ENFORCEMENT

The Office of Agricultural Law Enforcement provides investigative and law enforcement support of the department's regulatory programs.

During the 2014 calendar year, the Office of Agricultural Law Enforcement:

- Conducted more than 9.2 million inspections of commercial vehicles and containers entering and exiting the state through 23 agricultural interdiction stations; identified approximately 2,376 plant, food and animal violations; seized approximately \$3.9 million in narcotics; and recovered \$193,900 in stolen property. The state of Florida collected more than \$16.1 million in tax revenues as a direct result of inspection efforts.
- Initiated 977 criminal investigations, resulting in 477 criminal charges issued. Total combined financial recoveries were \$558,540.
- Initiated 1,859 regulatory investigations and 2,786 on-site compliance inspections, resulting in 969 violations identified and 313 Cease and Desist Orders issued.

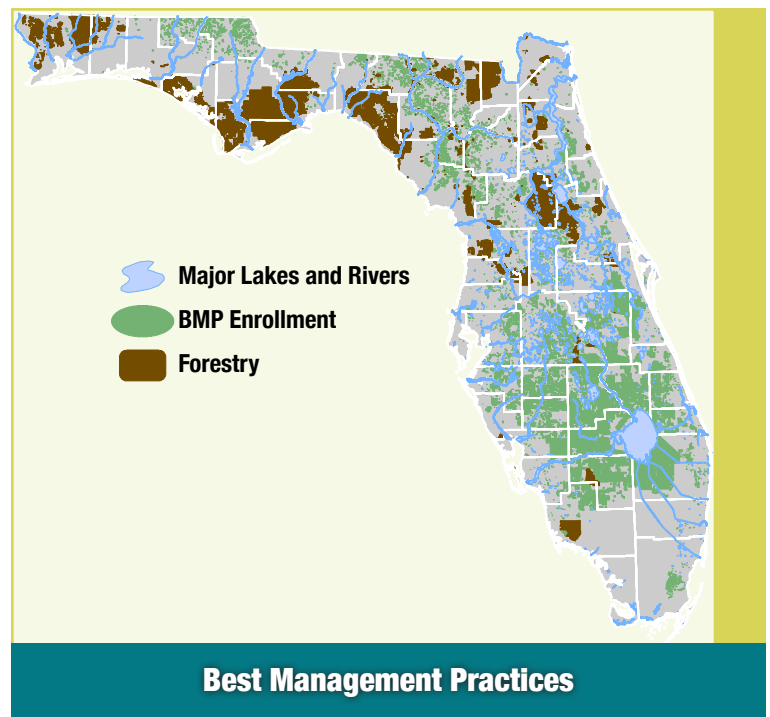
- Partnered with 89 local law enforcement agencies in administering the Florida Domestic Marijuana Eradication Program. Partners reported the destruction of 30,563 marijuana plants from 580 grow sites, 512 arrests, seizure of 141 firearms and \$231,000 in asset forfeitures. The department also provided investigations training to 152 local, state and federal law enforcement officers from Florida and Louisiana and provided more than \$372,000 in direct disbursements to Florida local law enforcement agencies to help offset their investigative costs.

OFFICE OF AGRICULTURAL WATER POLICY

The Office of Agricultural Water Policy provides leadership and facilitates communication among federal, state and local agencies and the agriculture industry on issues related to water quantity and quality.

During the 2014 calendar year, the Office of Agricultural Water Policy:

- Worked closely with the water management districts, agricultural associations, the University of Florida, the Florida Department of Environmental Protection, and other interested stakeholders in developing projected water supply needs for agriculture. The office has developed a central data repository for agricultural water use projections, called the Florida Statewide Agricultural Irrigation Demand (FSAID) Geodatabase. The FSAID database includes estimates of 2010 irrigated agricultural acreage by crop type or category spatially for each county, with future projections of irrigated agricultural acreage to 2030 for both an average year and a 1-in-10 year drought.
- Developed and submitted detailed technical and legal comments to the United States Environmental Protection Agency regarding its proposed rule on Waters of the United States. The rule language significantly expands federal jurisdiction over wetlands, creating what appears to be unnecessary and costly additional regulation.
- Enrolled more than 684,000 acres of citrus, sod, vegetable/agronomic crop, container nursery, fruit/nut, equine, and cattle land in the department's agricultural Best Management Practices (BMP) program, expanding the total statewide enrollment to approximately 4.45 million acres. About 350,000 of the newly enrolled acres were within the Northern Everglades and Estuaries Protection Program area, and about 38,000 acres within the Suwannee River Partnership area. Enrollment in Florida's springs areas increased by almost 125,000 acres.
- Administered more than \$6 million to assist producers in priority watersheds statewide in the installation of structural and non-structural BMPs to protect water quality and reduce water use. These practices included water control structures to manage and store stormwater, upgrades to more efficient irrigation systems, equipment and tools to target fertilizer applications and schedule irrigation more efficiently, alternative frost/freeze protection methods, on-farm weather stations and wetland buffers.
- Helped producers save approximately 1.3 billion gallons of water in 2014 by funding services from Mobile Irrigation Labs, which identify opportunities for producers to improve irrigation system efficiency and irrigation scheduling.



Best Management Practices

DIVISION OF ANIMAL INDUSTRY

The Division of Animal Industry protects the state from animal pests and diseases, which could have major economic and public health consequences. It also ensures that all federal and state animal health codes are followed.

During the 2014 calendar year, the Division of Animal Industry:

- Conducted a comprehensive review of the Bronson Animal Disease Diagnostic Laboratory to identify areas where efficiency and effectiveness could be enhanced and to evaluate equipment needs and diagnostic trends. This review resulted in the purchase of new equipment and legislative requests for additional equipment as well as facilities renovations and construction of new, on site testing facilities. The division is working with laboratory user groups to further ensure that the laboratory continues to meet the disease testing/diagnostic needs of the state's diverse animal industries and partner agencies.
- Implemented the Florida Cattle Identification Rule. Employees have held more than 60 industry workshops and meetings around the state and worked with each industry group to educate and assist with understanding and compliance. The rule is intended to improve the state's ability to trace diseased animals, to prevent disease spread in an animal disease emergency and to protect the marketability of Florida cattle.
- Responded to reports of 109 suspected dangerous transmissible animal diseases in Florida. These notifications resulted in nine foreign and emerging animal disease investigations. The department continues to monitor for the presence of animal diseases in order to mitigate their spread and, at the time this report is published, there are no significant threats.
- Coordinated and participated in multiple emergency management initiatives, including hosting an emergency management training conference for state employees from 15 states; validating the Florida State National Veterinary Stockpile Deployment Plan during an exercise at the State Logistical Response Center in Orlando; supporting the Department of Homeland Security and the Florida Department of Health BioWatch program in Florida; and planning a joint response for an Ebola virus exposed pet in Florida with the University of Florida, College of Veterinary Medicine and the Florida Department of Health.
- Continued to lead Florida's participation in the National Animal Health Reporting System (NAHRS), the only comprehensive reporting system for the World Organization for Animal Health (OIE). Under NAHRS, state animal health officials report monthly on the occurrence of confirmed OIE-reportable diseases in Florida livestock, poultry and aquaculture species. By providing timely summary level information on animal health status to our trading partners, NAHRS helps protect the United States' share of the global market for animals and animal products. The Bronson Animal Disease Diagnostic Laboratory reported more than 250 disease results into this system in 2014.

DIVISION OF AQUACULTURE

The Division of Aquaculture inspects the state's shellfish processing plants to ensure a quality product, inspects aquaculture facilities to protect Florida's natural resources, classifies and manages shellfish harvesting area waters to reduce the risk of shellfish-borne illness, manages the leasing of submerged state lands and restores oyster reefs to enhance productivity.

During the 2014 calendar year, the Division of Aquaculture:

- Obtained approval from the Board of Trustees for the Oyster Bay Aquaculture Use Zone, 40 new submerged land lease parcels that are allowed full use of the water column. In addition, the division received authority to

modify bottom aquaculture leases in Dixie and Levy counties to full water column leases and approved the first leases in Bay County.

- Coordinated the development and implementation of shellfish harvester education workshops throughout Florida, enabling approximately 2,000 harvesters, shellfish growers, shellfish farmers and aquaculture lease holders to satisfy the new National Shellfish Sanitation Program (NSSP) annual educational training requirements for certification, recertification or licensing.
- Secured \$755,820 in funding to support Aquaculture Review Council proposals for research, including to explore alternative grow out and harvesting methods of the aquatic plant *Egeria densa*; evaluate the efficacy of shellfish farming biofouling control coatings; assess the ecological risk posed by commonly produced tropical ornamental fish; improve iridovirus diagnostic capabilities and anti-viral chemotherapeutants; improve the mineral balance in low salinity shrimp ponds, test two new live feeds for larval marine ornamental fish; compare and contrast alternative energy sources for on-farm power needs; evaluate nutrient uptake by aquatic plants used in for wetland restoration and mitigation; and assess and quantify the variety of ecological services provided by shellfish farming in coastal waters.
- Initiated efforts focused on shellfish farmer education and farmer-extension-agency partnership to reduce marine debris. These efforts include periodic, self-starting clean-up activities managed at the local level and improved prevention efforts by the shellfish farming organizations. Cedar Key stakeholders participated in a marine debris ad-hoc advisory committee to provide information and suggestions to implement the creation and distribution of a marine debris education publication to more than 300 shellfish farmers; the installation of seven marine debris collection containers that resulted in the collection of 15,320 pounds of debris over a 40-week period; placement of a container at an annual Cedar Key International Coastal Cleanup that yielded 1,320 pounds of collected debris; and the cleanup of 36,920 pounds of marine debris from 15 linear nautical miles of coastline that bracketed Cedar Key.
- Collaborated with the Florida shellfish industry to establish effective biotoxin quarantine procedures for red tide to assist industry commerce and meet all food safety requirements. The Florida red tide procedures are being adopted as guidance protocols by the NSSP.



Apalachicola Bay Oysters

DIVISION OF CONSUMER SERVICES

The Division of Consumer Services is the state's clearinghouse for consumer complaints, information and protection. It also regulates various business industries, including motor vehicle repair shops, charitable organizations, Florida's Do Not Call program, sellers of travel, intrastate movers, telemarketing, fair rides, liquid petroleum gas distributors and weighing and measuring devices.

During the 2014 calendar year, the Division of Consumer Services:

- Received more than 45,000 complaints and returned more than \$5 million to consumers through administrative action and mediation between consumers and businesses. While complaints trended slightly downward, returns

to consumers increased substantially over 2014.

- Created an online registration system for charities, professional solicitors and professional fundraising consultants to comply with new legislation that provides greater transparency of charitable organizations and provides the public with more information on where donations are spent.
- Continued to increase enforcement actions for Do Not Call complaints. In 2014, 35 actions were filed against violators of the Do Not Call statute, resulting in more than \$340,000 in fines issued. The Do Not Call statute was also amended to include Do Not Text violations.
- Performed more than 250,000 inspection checks on retail motor fuel dispensers for accuracy and overall functioning of the devices and fuel quality sampling; more than 6,500 inspections on Liquefied Petroleum (LP) Gas for safety; and more than 54,000 inspections of weighing and measuring devices, packages and scanners to test for accuracy. Inspected nearly 9,300 amusement rides, with more than 24,000 deficiencies corrected to ensure consumer safety. Performed more than 100,000 laboratory analyses on more than 31,000 antifreeze, brake fluid and petroleum samples. The metrology lab performed more than 9,500 volume or mass tests.
- Responded to nearly 200,000 calls, more than 5,000 emails and nearly 9,500 chats from consumers with questions or comments. Participated in 189 outreach and media events reaching millions of consumers. Registered or licensed more than 83,000 businesses.



OFFICE OF ENERGY

The Office of Energy supports the development and analysis of state energy policies. In addition, the Office of Energy is responsible for administering financial incentive programs that increase the production of energy or yield energy savings.

During the 2014 calendar year, the Office of Energy:

- Initiated the first ever Florida ENERGY STAR and Water Sense Sales Tax Holiday on the purchase of energy and water saving appliances and fixtures. This program not only helped customers save an estimated \$1.6 million at the check-out counter, but will also save them energy, water and money on their bills over the long-term. Retailers reported large increases in sales over the previous year and provided positive feedback about the initiative.
- Generated \$18.1 million in tax credits and sales tax refunds under the Renewable Energy Tax Incentives. This investment incentive program produced an estimated



total economic contribution of more than \$200 million statewide. Further, an estimated 706 jobs were created or supported statewide as a result of these incentives. These programs were also responsible for generating an estimated \$17.1 million in state and local taxes and generating an estimated \$43.1 million in labor income.

- Began administering the Natural Gas Fuel Fleet Vehicle Rebate program. The \$6 million-per-year, five-year program seeks to incentivize fleets to convert from diesel and gasoline to cleaner burning natural gas fuels. The economic assessment of the first six months of the program estimated the program's contribution to Florida's Gross Domestic Product was \$128 million.
- Received a \$1 million grant from the United States Department of Agriculture, Natural Resources Conservation Service for the Farm Renewable and Efficiency Demonstration (FRED) program. The FRED program will provide no-cost energy evaluations for Floridian agricultural producers, as well as up to \$25,000 for energy efficiency and renewable energy improvements.
- Continued to collaborate with the Florida Housing Finance Corporation on the development and initiation of the Multifamily Energy Retrofit revolving loan fund, which provides low-interest loans to multifamily property owners for energy efficiency improvements to their properties. These retrofits will help multifamily tenants save money on monthly utility bills.

FLORIDA FOREST SERVICE

The Florida Forest Service protects Florida and its residents through the prevention, detection and suppression of wildland fires. The Florida Forest Service also manages more than 1 million acres of state forest resources and provides forest management assistance to forest landowners and urban communities.

During the 2014 calendar year, the Florida Forest Service accomplished the following:

- Battled 2,176 wildfires, which covered 90,876 acres, while protecting individuals, homes and property.
- Administered the most active prescribed fire program in the nation. Prescribed burning is an important land management tool in Florida because it increases forest health, improves wildlife habitat, enhances timber growth and reduces the risk and severity of wildfires. Issued 78,633 open burning authorizations, allowing 2.3 million acres of land to be managed with prescribed fire. In addition, the Florida Forest Service conducted prescribed burns on more than 214,000 acres of state forest lands.
- Enrolled 46,092 additional acres into the forestry Best Management Practices program, expanding the total number of acres enrolled to more than 5.3 million. Based on a survey conducted by the department, Florida landowners enrolled in the program demonstrated a 99 percent compliance rate with forestry BMPs.
- Completed 12 conservation easements through the Rural and Family Lands Protection Program, covering nearly 8,000 acres. The mission of the Rural and Family Lands Protection Program is to preserve valuable agricultural lands, create conservation easements and protect natural resources.
- Added two new Florida State Forests projected to be open to the public in 2015. Newnans Lake State Forest will offer more than 1,000 acres of diverse ecosystems, recreation and timber in Alachua County. A new state forest in Desoto County will provide more than 4,400 acres managed for multiple land-use objectives.



Battled 2,176 Wildfires on 90,876 Acres

- Certified 59 Firewise Communities and completed 38 county-wide Community Wildfire Protection Plans (CWPP). There are five additional county-wide CWPP's currently in development throughout the state. The Florida Forest Service also implemented the Ready Set Go! Program. This and other wildfire prevention and mitigation programs help homeowners learn how to protect their homes and their neighbors' homes from the destructive effects of wildfire.
- Hosted 62 Operation Outdoor Freedom events, which provided recreational opportunities for 400 of Florida's wounded veterans to enjoy some of Florida's finest public and private lands. The program, established in 2011, designated tracts of state forests and installed special accommodations to host and honor these wounded veterans with recreational opportunities. More than 1,000 wounded veterans have participated in Operation Outdoor Freedom events.
- Administered the Florida National Champion Tree Program, which recognizes the largest known tree of each species within the state. Florida now has 133 national champion trees, the most of any state in the United States. The public can access information about each of these trees through an interactive portal on the Florida Forest Service website www.freshfromflorida.com/Divisions-Offices/Florida-Forest-Service/Our-Forests/Florida-Champion-Trees.
- Certified 166 Florida communities with the "Tree City USA" designation, the fifth highest number of any state, and supported their efforts to maintain healthy forests through tree planting and maintenance. Also awarded 21 grants to communities totaling \$261,109 for tree planting and to improve management of their urban trees.
- Generated \$7.5 million in revenue from the sale of traditional forest products, miscellaneous forest products and recreational usage receipts on 35 state forests. This number is more than double the revenue that was generated last year. This total also includes revenue generated when foresters assist other agencies and counties with timber harvests for a percentage of the timber sale revenue.
- Assisted more than 470 landowners who participated in federal cost-share programs, including tree planting, prescribed burning, invasive species removal and management plan development. These cost shares provided more than \$1.7 million in federal funding to the landowners to help them maintain healthy, productive forests on more than 100,000 acres.



Operation Outdoor Freedom

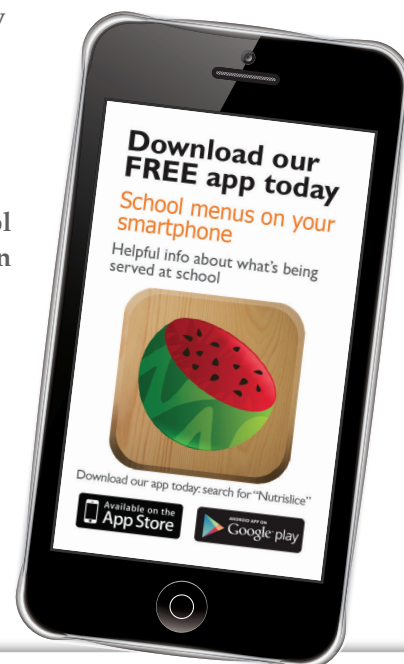
DIVISION OF FOOD, NUTRITION AND WELLNESS

The Division of Food, Nutrition and Wellness administers the National School Lunch Program, School Breakfast Program, Special Milk Program, Afterschool Snack Program, Summer Food Service Program, Seamless Summer Option Program and Fresh Fruit and Vegetable Program. Program responsibilities include advocating changes in policy that ensure the most nutritious meal is provided to children and that all children in Florida are educated on the benefits of living a healthy lifestyle.

During 2014, the Division of Food, Nutrition and Wellness:

- Launched a new way of looking at health and nutrition information in our state through Florida's Roadmap to Living Healthy. The map uses GIS technology to visualize data on Florida's food deserts, diet-related deaths and illnesses, and more. It enables government agencies, nonprofits and other organizations to identify assets and gaps in services so that resources can be more effectively allocated and utilized.

- Spearheaded the Living Healthy in Florida initiative. The initiative is a multi-agency campaign created to provide policy makers, state agencies, nonprofits and other stakeholders with simple tools to promote healthy lifestyles in our State.
- Launched the Nutrislice application in 65 school districts. Through preliminary research, the department has found that certain intervention strategies may have had an impact on the consumption of fruit and vegetables among elementary school students. The Nutrislice technology has proven to be successful as a communication tool as approximately 1.5 million students and parents/guardians in Florida view their school menus via Nutrislice monthly.
- Held the first-of-its-kind produce show to introduce students to “Fresh From Florida” produce recipes. The department also sponsored five regional cook-offs to inspire students to cook and eat healthy. The department hosted the first in a series of workshops to connect schools with local farmers to encourage local sourcing of produce.
- Assisted schools in serving 5.2 million additional breakfasts to students, while promoting the importance of breakfast in increasing academic success.
- Increased the number of meals served to children in need during the summer months by 9 percent. In partnership with Nutrislice, the department launched an interactive map of all summer feeding sites and a mobile application that allowed GPS location of summer feeding site locations via smart phone or mobile device. The department also began strategic outreach for summer feeding by encouraging the use of mobile feeding units – especially in rural communities – and by targeting outreach efforts to faith-based organizations to encourage their participation in feeding children in their communities.
- In anticipation of the needs of the state’s aging population, the department was approved for participation in the Commodity Supplemental Food Program, which is a nutrition program that works to improve the health of low-income elderly persons by supplementing their diets with nutritious foods.



**Crispy Fish Bites w/
Pineapple Salsa**

Our deliciously tender, breaded fish filet is sure to put smiles on kids faces and nutrition into their bodies.

4 each	Serving Size
240	Calories
1 g	Total Carbs
10 g	Fat
1.00 g	Saturated Fat
0 g	Trans Fat
1 g	Fiber
14 g	Protein
370 mg	Sodium

DIVISION OF FOOD SAFETY

The Division of Food Safety monitors food from farm gate through processing and distribution to the retail point of purchase to ensure the public of a safe, wholesome and properly represented food supply. In doing so, the division permits and inspects food establishments, inspects food products and performs laboratory analyses on a variety of food products sold or produced in the state.

During the 2014 calendar year, the Division of Food Safety:

- Launched the inaugural Florida Agricultural Science and Technology Fellowship Program. The two-year program recruits recent science graduates from across the country and allows them to gain experience by working in the division’s nationally accredited laboratories. This program provides a benefit to the state by attracting and recruiting highly educated scientists from around the country and bringing that expertise to further our public health mission.



The economic impacts of FSMA on the food, agricultural and regulatory communities are far greater than estimates indicate and the proposed changes, although granting flexibility in certain areas, increase the economic impact of monitoring and surveillance for the industry. FSMA will not achieve its intended objective of ensuring a safe and abundant food supply for our nation's consumers without a fundamental systems and risk-based approach.

- Commissioner Adam H. Putnam

- Prepared for the implementation of the federal Food Safety and Modernization Act (FSMA). The division worked to create implementation plans for this law, which completely overhauls the food system in the United States and has global implications. Staff worked to ensure industry, regulatory and public health issues were considered through the submission of comments to the Food and Drug Administration (FDA) regarding potential rule revisions. Staff also assisted in the planning and preparation activities for a listening session conducted by the FDA, which provided an opportunity for private agricultural partners to provide public comments on the proposed FSMA rules.
- Enhanced laboratory capacity to provide rapid responses to emerging threats and to support research activities that protect Florida's agricultural businesses and commodities. Staff developed multiple methods for the detection of antibiotics, which include analysis of triphenylmethane dyes in fish and chloramphenicol in honey.
- Responded to 11 food safety outbreaks/investigations through a cooperative agreement with the FDA and Florida's Integrated Rapid Response Team (RRT). The food protection RRT conducts integrated, multi-agency responses to all food hazards or food and feed emergencies in Florida. Through inspection and investigative activities, the division prevented more than 9,000 tons of unsafe food from entering Florida's food supply.

DIVISION OF FRUIT AND VEGETABLES

The Division of Fruit and Vegetables ensures that Florida agriculture meets established standards and grades. It also carries out marketing orders for various fruit and vegetable commodities, including citrus, avocados, peanuts and tomatoes.

During 2014 calendar year, the Division of Fruit and Vegetables:

- Performed more than 670 food safety audits, including Good Agricultural Practices and Good Handling Practices audits, Florida Tomato Good Agricultural Practices audits, USDA Tomato Protocol audits, USDA Harmonized audits and Partners in Quality audits.
- Inspected 109.6 million 3/5 bushel cartons of citrus for processors and 25.2 million 4/5 bushel cartons for fresh citrus packinghouses.
- Conducted shipping point vegetable inspections on 655,273 tons, including 1.3 million bushels of avocados, 38.1 million pounds of shelled peanuts, 203,339 tons of farmer stock peanuts, 401,164 50-pound bags of potatoes and 35.8 million 25-pound containers of fresh tomatoes.
- Conducted terminal market inspections totaling 45,131 tons of produce.

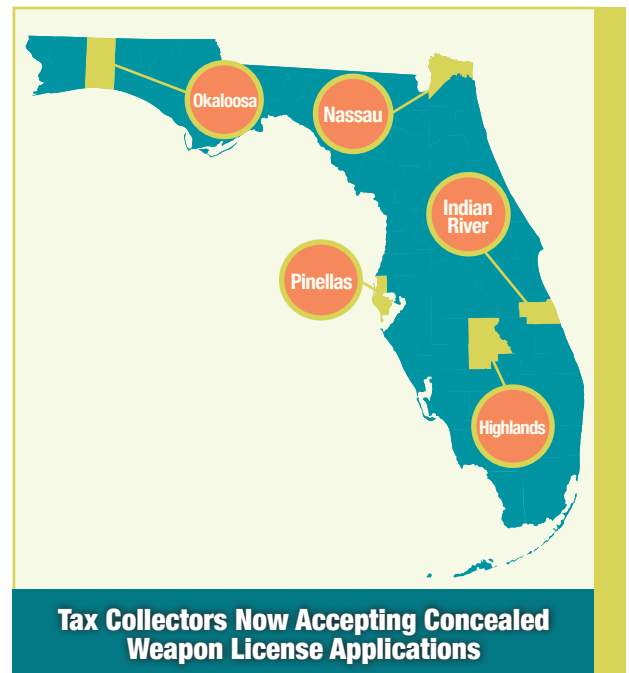
DIVISION OF LICENSING

The Division of Licensing is responsible for protecting the public from unethical business practices on the part of individuals providing private security, private investigative and recovery services through licensure and regulation of those industries. In addition, the division is responsible for the issuance of concealed weapon or firearm licenses.

During the 2014 calendar year, the Division of Licensing:

Issued 210,215 licenses, including:

- 125,562 concealed weapon licenses
- 3,804 private investigator licenses
- 398 recovery agent licenses
- 66,215 security officer licenses
- Entered into formal agreements with tax collectors in five Florida counties that allowed those tax collectors to accept concealed weapon license applications. Plans have been made to install the system in an additional eight tax collectors' offices by June 2015.
- Implemented a change in the law authorized by the Legislature that allowed security officers and private investigators with statewide firearm licenses to carry higher-caliber firearms while performing regulated duties. These larger caliber firearms have become standard with law enforcement agencies and with licensed security officers in other states.

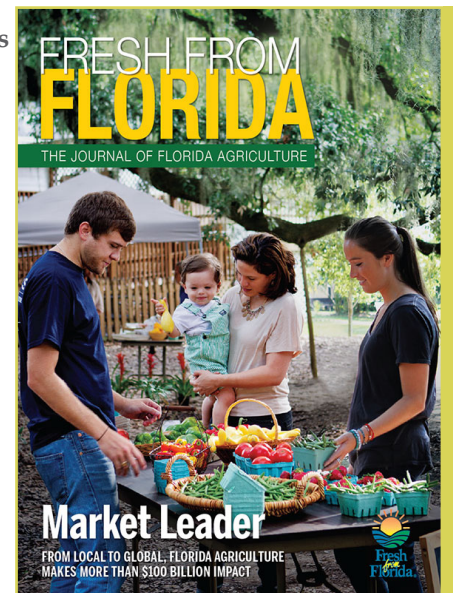


DIVISION OF MARKETING AND DEVELOPMENT

The Division of Marketing and Development develops strategies to facilitate the buying, selling and marketing of Florida agricultural products. It assists the state in expanding markets and operates 13 wholesale farmer's markets.

During the 2014 calendar year, the Division of Marketing and Development:

- Expanded consumer sales and consumption of "Fresh From Florida" products through partnerships with more than 60 retail grocery chains and more than 11,400 stores worldwide. The program is active in 26 countries located throughout North, South and Central America, the Caribbean, Europe and Asia.
- Launched a new concept magazine: "Fresh From Florida The Journal of Florida Agriculture." This publication is distributed to consumers and also targets business and government leaders, key agriculture industry decision-makers, educational institutions and economic development entities, as well as the media.
- Expanded "Fresh From Florida: On the Menu," an initiative to increase Florida produce and seafood products on the menu at local restaurants, to 20 restaurants across the state.
- Promotion and outreach efforts generated an estimated \$347 million in additional cash receipts for Florida farmers, \$33 million in indirect tax revenues and more than 9,000 new jobs for Floridians.
- Continued to increase "Fresh From Florida" consumer brand awareness from 68 percent to 75 percent through a media effort featuring Florida seafood and produce in a statewide television, digital, print and social media campaign aimed at both English-speaking and Spanish-speaking consumers.



- Conducted a Trade Development Mission to Panama where Commissioner Putnam, Florida growers and port executives toured the Panama Canal Expansion area and held discussions with the Ministers of Commerce and Agriculture, as well as key retail executives.
- Grew exposure and sales of Fresh From Florida plants in Home Depot Garden Centers throughout Florida, the Southeast and Midwest, achieving distribution in more than 300 stores.



Trade Development Mission to Panama

DIVISION OF PLANT INDUSTRY

During the 2014 calendar year, the Division of Plant Industry:

- Partnered in the Citrus Health Response Program to adopt a holistic approach to protect Florida citrus from root to fruit through research, disease management and outreach efforts. Highlights include:
 - Surveyed more than 245,000 acres of commercial citrus groves.
 - Produced 1.5 million horticulturally superior bud eyes for distribution to commercial Florida citrus nurseries and three research facilities.
 - Expanded the biological control rearing facility to accommodate production of higher volumes of a beneficial insect, *Tamarixia radiata*, that attacks the Asian citrus psyllid, the vector of citrus greening disease.
 - Began operation of the Florida Citrus Repository at LaCrosse, a new 25,000 sq. ft. citrus germplasm facility that has the potential to release up to 30 new varieties a year.
 - Continued decreases in Asian citrus psyllid populations (averaging 30 percent) resulting from coordinated pesticide applications that are part of the Citrus Health Management Area initiative.
- Continued the program to eradicate Giant African Land Snails (GALS) detected in Miami in September 2011. By the end of 2014, the program collected more than 152,000 snails on more than 665 properties in 27 core areas of Miami-Dade County and one core area of Broward County. Numbers of live snails being collected continue to decline sharply due to effective baits, new survey strategies, the addition of two detector dog teams, and the program's ability to quickly respond and gain control of new core areas. Increased the number of detector dogs with two black labs that are specifically trained to detect GALS.
- Completed fifth year of the Travelers Don't Pack a Pest program, the successful campaign to educate international travelers about the risks associated with bringing undeclared agriculture items into the United States. Program video is airing in the nation's 20 busiest international airports, and partnerships have been formed with Caribbean countries. This year, Don't Pack a Pest partnerships were launched with the Cayman Islands, the U.S. Virgin Islands and the Dominican Republic. Partnerships already exist with Jamaica and Puerto Rico.
- Completed 287,510 separate plant pest identifications. Evaluated and processed 334 plant, arthropod and pathogen permits.
- Inspected 10,418 nurseries and stock dealers; issued 14,105 export certificates; conducted more than 1.3 million inspections of 55,000 exotic fruit fly traps; certified 63,345 acres of citrus groves responsible for producing 3.3 million cartons of fruit free of Caribbean fruit fly; maintained records of 3,325 beekeepers and 389,879 honeybee colonies; and collected \$2.9 million in revenue for the state.
- Conducted survey programs for a number of commodities including tomato, corn, potato, cotton, forest and nursery for more than 36 exotic pests, including emerald ash borer, *Tuta absoluta*, Asian longhorned beetle, palm weevils, psyllids, Mexican rice borer, light brown apple moth, laurel wilt and *Mikania micrantha*.



152,000 Giant African Land Snails Collected on 665 Properties



How We Can Help You

Florida Department of Agriculture and Consumer Services offers a number of resources to assist you, including:

A-Z Resource Guide

Find the proper state agency to contact on any issue, listed in alphabetical order.

Agricultural Best Management Practices

Read about practical, cost-effective actions agricultural producers can take to conserve water and protect water quality.

Buy Fresh From Florida

Learn where you can buy the freshest, highest-quality, locally grown products.

Business Registration

Required to register with the department? Start the process online.

Concealed Weapon License

Interested to apply for or renew a concealed weapon license? Find out more about the program, its requirements and your eligibility.

Gift Giver's Guide

Donate your money wisely. Look up financial information about charities registered with the state of Florida.

Florida State Forests

Find the state forest nearest you and enjoy Florida's natural beauty, as well as hiking, biking, horseback riding, birding, hunting and fishing.

Fresh From Florida Recipes

Browse our recipes to find healthy, simple ways to prepare fresh Florida fruits, vegetables, meats and seafood.

Little Black Book of Scams

Review the most common scams to defraud consumers and find out how you can protect yourself.

Living Healthy in Florida

Get fit and healthy with this helpful toolkit. Find recipes, cooking demonstrations, activities for kids and tips for better living.

My Florida Home Energy

Use this tool to analyze your current energy usage, conserve energy at home and lower your monthly utility bills.

Nutrislice

A free app that provides a digital version of the school lunch menu; and is an interactive tool that provides nutritional information, opportunities to provide feedback on menu items and allergy alerts.

Points of Interest

Explore Florida and all it has to offer. The Points of Interest map will help you plan your trip and take advantage of local resources.

Wildfire Information

Find current fire conditions by county, burn bans, and helpful tips regarding wildfire prevention.

NEED ASSISTANCE?

Contact the department's consumer assistance center at 1-800-HELP-FLA or visit www.800helpfla.com to file a complaint or chat with a representative.

Go to FreshFromFlorida.com to find these and much more.



PROTECT YOUR CHILD'S IDENTITY

Each year, more than **50,000** Florida children are victims of identity theft.

Stop identity theft **BEFORE** it starts at www.FreshFromFlorida.com/ProtectYourChild

